

To-night and every night from now to Christmas the store will be open until 10 o'clock with music by PROFESSOR STEIN'S FULL ORCHESTRA BAND.

And greatness never comes by chance. 467 employees are on the pay roll to-day, and not an idler in the hive. Quick work for all, to keep up with demands. Quick work to satisfy both, the MILLION THINGS TO BE SOLD AND THE BUYERS.

The Greatest Store It Has Ever Been.

The conditions with your greatest store are, that THE GOODS ARE RIGHT AT THE RIGHT PRICES OR BETTER. Gifts from the prosaic to the poetical with the fanciful thousands that the cunning art of subtle creators from anywhere, have pushed to perfection and success. THE QUICKEST DUTIES ARE HINGED TO MONDAY'S SALE and have arranged to add to this buying time



WE ARE BUNCHING BOOKS

from Monday on. The Book-Store has to shrink. Too many thousand volumes to yet on hand. Many of the best drop to a price with the cheaper. Not one out of a hundred can be mentioned. This is called the best Book-Store in all the South.

Read of our \$1.50 and \$2 Books to be sold this week for 75¢.

Little Lord Fauntleroy, Two Little Pilgrims' Progress, Two Little Confederates Among the Camps, etc., \$1.50; Little Little Sweetheart, Travellers, Any of these for 75¢.

HARPER'S ROUND TABLE, USUAL PRICE, \$1.50, for this week, \$1.50.

The \$1 Standard Books that we have been selling for 50¢, go to-day for 25¢.

Any of John Esten Cooke's Works, \$1.50 American and English Poets, in \$1.50.

Shakespeare's Works, complete in one volume, with engravings, for 45¢.

In Santa Claus's Store can be found:

Little Belles and Beaux, Maud Humphrey's Fairy Tales, Mrs. Fotheringham's Jingles and Rhymes, Maud Humphrey's Mother Goose, Laura Richard's Five-Minute Stories, Five Mice in a Mouse-Trap, all beautifully illustrated, with gold lettering, special, for 65¢.

Linsey-Woolsey, and Antiques, Lace Curtains, made to sell for \$4, now \$2.25 a pair.

Roman Stripe Snowflake Curtains, tassel woven, for \$2.48 a pair, instead of \$3.50.

4-yard-long Nottingham Curtains, extra full, for \$1.50 a pair.

60c. Nottingham Lace Curtains for 32c.

12c. Lace Curtains for 50c. a pair.

55c. Fish Net Curtains for \$1.50 a pair.

Two-Toned Ottoman Rep Curtains for 35c. instead of \$1.75.

Roman Stripe Curtains for \$1.50 a pair, instead of \$1.75.

Real Easter Curtains, for drapery and sofa cornices, 32c. a pair.

Handsome Satin Derby Curtains, in all the new Blues, Greens, and Old Rose, for \$1.50 a pair.

All the Fancy Figured Denims for 10c.

26c. French Cretonnes for 12 1/2c.

Japanese Tinsel Drapery for 5 3/4c.

10c. Curtains Muslin, 25c. quality, for 10c.

36c. Linen Etamine for 15c. a yard; never sold for less than 25¢.

6c. Chenille Table-Covers, 19c.; 6c. for 5c.

Furniture Coverings for 25c. a yard, Roman Stripe Velour, for drapery, 45¢.

1,000 Standard Sets must be sold at these prices:

Dickens', 15 volumes, calf binding, best type, India paper, each volume, profusely illustrated, former price, \$25.50, now \$5.

Dickens', 15 volumes half calf, best type, India paper, \$30.

Thackery's Works, complete, 10 volumes, half calf, with engravings, former price \$10, now \$8.50.

Thackery, complete, in best cloth edition, for \$3.50, former price \$5.

One lot of 20c. Board-Cards, have been marked down to 10c, your choice.

THIS IS A HANDKERCHIEF STORE

in all its meaning, with every thought and beauty that an enthusiastic holiday spirit could crowd into them. 26 sales-people will help you to select from them. Linen, Silk, Union Muslin, or Cotton—all prettiness in any, and the correct Stories with all.

Ladies' Fine Sheer, Pure Linen Hemstitch Handkerchiefs, with small initials, 12 1/2c.—worth 25c.

A fancy box of 6 Handsome Hand-Embroiled Ladies' Handkerchiefs for \$1.

Men's Extra Large Size White Linen Handkerchiefs, hand hemstitched, 11 1/2c. each, \$2.50; 10c. Linen Handkerchiefs hand hemstitched, pure white, 10 1/2c.

Men's or Ladies' White or Colored-Border Handkerchiefs, hand hemstitched, open work, or embroidered over a thousand, pick from 5c. each.

Anne Embroidered Handkerchiefs, pretty, hand hemstitched.

Children's Pretty Narrow Hemstitched Handkerchiefs, the neatest effects, 6c.; embroidered ones, with 1500 dozen ladies' and men's Hemmed and Hemstitched, White Mourning, or colored borders, 2c. each.

Men's Fine Pure Linen Hand-Hemstitched Handkerchiefs cost \$4. dozen hand hemstitched.

Ladies' Fancy Embroidered Silk Handkerchiefs, pretty Hemstitched or Scaloped, the best \$2c. grade, 12 1/2c.

Men's Pure Silk Handstitched Handkerchiefs, pretty Hemstitched or Scaloped, 2c. for the best 5c. ones.

Ladies' Pure Linen, Sheep, Hand-Hemstitched, or Embroidered, for 45¢.

500 dozen Ladies' Dainty Fine Sheer Embroidered, with scalloped or hemstitched edges, cost usually a dozen;

26c. for 10c. to 20c. O'CLOCK—

Enough To Last LONGER—

Men's 2-inch Fine White Linen Handkerchiefs hand drawn, hemstitched, or embroidered, for 6c., each—none for less.

FOR THE CHILDREN FROM 8 TO 30 O'CLOCK IN THE EVENING—

Pretty Printed-Border Handkerchiefs, pretty and gay, for 6c.

FROM 8 TO 10 30 O'CLOCK—

Our Holiday Suspenders have an extra much of prettiness about them—10¢.

Men's Walking Canes are here, too.

Almost any kind they wish.

THE STRUGGLE FOR LIFE IN WRAPS,

Ready-Made Dresses, Skirts, etc.

The treasure of all these will be opened free to our public as to buying at profit prices.

We sell completely out every season, and the "Some-Price System" will begin Monday with the opening of our doors.

A special lot of \$10 and \$12 Coats, made up of ones and twos from many lots and styles, to be sold for \$7.

Black, Grosgrain Coats, double-breasted coat, black silk, satin, stiped bands, hip pockets, lined with Roman silk, made to \$15.50, now \$8.50.

Tan and Gray Cheviot Coats, high collar, half silk lined, to be sold for half the regular price—\$8 each, from \$15.50.

Jackets of high lustre Bouche, half silk lined, horn collar, shield front, \$7 each, for 5c.

Jackets of Curly Astrachan, half lined, for \$7.50, instead of \$8.

SILK PLUSH CAPIES, silk lined, trimm'd, for \$1.50, now \$1.

Silk Velvet Capes, handsomely headed and braided, for \$1.50, now \$1.

Double Capes, of Cloth Fur, trimmed, sold for \$2.50, now \$1.

Tan Cloth Capes, double-hemmed, braided, for \$2. instead of \$1.50.

Russian Blouse JACKETS, of Kersey, handsomely braided, for \$3 each, from \$10. Others up to \$5c.

Men's Night-Robes are here. Every conceivable kind, 25c. to \$1.25.

Nothing more acceptable or more up-to-date than this new line of Men's Gowns.

Handsome Dressed Kid Gloves, the new colors, excellent quality, \$1 a pair.

Men's Reindeer Gloves, one of the new designs, cost \$1.25, \$0.75 a pair.

Infants' FANCY CHEVIOT JACKETS, for \$1.50.

MEN'S SUITS OF FANCY CHEVIOT and TAFFETA, with ruffles, up to \$2.50, now \$1.50 each.

Our Holiday Suspenders have an extra much of prettiness about them—10c.

Men's Tailor-Made Suits, lined throughout with colored taffeta, \$2.50.

Men's Walking Canes are here, too.

Almost any kind they wish.

THE HOLIDAY GOODS SALE OF 1897 PREPARATION,

A TIMELY SALE OF SURPLUS STOCK.

Cut down from the most popular prices in Richmond, and for no cause or reason, other than that quantities on hand demand it. Where aiseways are crowded please keep to the right. When possible from now until Christmas please take small packages with you.

WE GIVE THE RICHMOND TRADING COMPANY'S TRADING STAMPS FREE WITH PURCHASE OF 10 CENTS AND OVER.

In order to make night shopping more pleasant and to lengthen the days from now until Christmas.

PROF. STEIN'S FULL ORCHESTRA

will mingle its harmonious strains with the busy scenes of this better store until 10 o'clock every night.

And greatness never comes by chance. 467 employees are on the pay roll to-day, and not an idler in the hive. Quick work for all, to keep up with demands. Quick work to satisfy both,

the MILLION THINGS TO BE SOLD AND THE BUYERS.

Abdominal Corsets, White or Drab, for stout figures, \$3 and \$3.50 ones for \$2; wide hem or trimmed with wide insertion of embroidery, \$2.50.

Lace-Size Checked Gingham Aprons, \$1.25.

From 9 TO 10 O'CLOCK—

White Sheer Checked Lawn Aprons, 33 inches long and wide, hemmed bottom and strings, \$2. each.

From 10 TO 11 O'CLOCK—

White Sheer Checked Lawn Aprons, 33 inches long and wide, hemmed bottom and strings, \$2. each.

From 11 TO 12 O'CLOCK—

White Sheer Checked Lawn Aprons, 33 inches long and wide, hemmed bottom and strings, \$2. each.

From 12 TO 1 O'CLOCK—

White Sheer Checked Lawn Aprons, 33 inches long and wide, hemmed bottom and strings, \$2. each.

From 1 TO 2 O'CLOCK—

White Sheer Checked Lawn Aprons, 33 inches long and wide, hemmed bottom and strings, \$2. each.

From 2 TO 3 O'CLOCK—

White Sheer Checked Lawn Aprons, 33 inches long and wide, hemmed bottom and strings, \$2. each.

From 3 TO 4 O'CLOCK—

White Sheer Checked Lawn Aprons, 33 inches long and wide, hemmed bottom and strings, \$2. each.

From 4 TO 5 O'CLOCK—

White Sheer Checked Lawn Aprons, 33 inches long and wide, hemmed bottom and strings, \$2. each.

From 5 TO 6 O'CLOCK—

White Sheer Checked Lawn Aprons, 33 inches long and wide, hemmed bottom and strings, \$2. each.

From 6 TO 7 O'CLOCK—

White Sheer Checked Lawn Aprons, 33 inches long and wide, hemmed bottom and strings, \$2. each.

From 7 TO 8 O'CLOCK—

White Sheer Checked Lawn Aprons, 33 inches long and wide, hemmed bottom and strings, \$2. each.

From 8 TO 9 O'CLOCK—

White Sheer Checked Lawn Aprons, 33 inches long and wide, hemmed bottom and strings, \$2. each.

From 9 TO 10 O'CLOCK—

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